

Serial No.: 10/686,967
Docket No.: 60655.2600

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Serial No.: 10/686,967

Docket No.: 60655.2600

First Named
Inventor: Channing K. Beringer

Filing Date: 10/16/2003

Art Unit: 3689

Examiner: Fonya M. Long

Title: System and Method for
Incorporation of Products and
Services into Reality Television

Confirmation No.: 8084

**REVOCATION OF PRIOR POWER OF ATTORNEY WITH NEW POWER OF
ATTORNEY AND CHANGE OF CORRESPONDENCE ADDRESS**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Commissioner:

American Express Travel Related Services Company, Inc., on behalf of itself, its subsidiaries and affiliates, hereby revokes all previous powers of attorney given in the above-identified application and hereby appoint the practitioners associated with the Customer Number 66170.

Please change the correspondence address for the above-identified application to the address associated with Customer Number 66170.

I am an Officer of the Assignee of record of the entire interest. Statement under 37 CFR 3.73(b) is included.

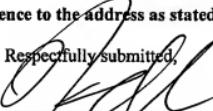
American Express Travel Related Services
Company, Inc.

By Maxine Y. Graham
Name: Maxine Y. Graham
Title: VP, Chief IP Counsel

Please send all further correspondence to the address as stated above.

Dated: 7/19/10

Respectfully submitted,


Howard I. Sobelman, Reg. No. 39,038
SNELL & WILMER L.L.P.